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**State:** District of Columbia **Filing Company:** Mutual of Omaha Insurance Company  
**TOI/Sub-TOI:** MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010  
**Product Name:** Medicare Supplement Advertising - 378203  
**Project Name/Number:** Medicare Supplement Advertising/378203

## Filing at a Glance

Company: Mutual of Omaha Insurance Company  
Product Name: Medicare Supplement Advertising - 378203  
State: District of Columbia  
TOI: MS08I Individual Medicare Supplement - Standard Plans 2010  
Sub-TOI: MS08I.012 Multi-Plan 2010  
Filing Type: Form  
Date Submitted: 05/02/2018  
SERFF Tr Num: MUTM-131484131  
SERFF Status: Pending State Action  
State Tr Num:  
State Status:  
Co Tr Num: SHELLY KAIPUST

Implementation  
Date Requested:  
Author(s): Shelly Kaipust  
Reviewer(s): Colin Johnson (primary)  
Disposition Date:  
Disposition Status:  
Implementation Date:

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## General Information

Project Name: Medicare Supplement Advertising

Project Number: 378203

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Shelly Kaipust

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 05/14/2018

State Status Changed:

Created By: Shelly Kaipust

Corresponding Filing Tracking Number:

Filing Description:

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.

## Company and Contact

### Filing Contact Information

Melanie Worth, Product & Advertising  
Compliance Analyst

melanie.worth@mutualofomaha.com

Mutual of Omaha

402-351-4260 [Phone]

Mutual of Omaha Plaza

402-351-5298 [FAX]

Omaha, NE 68175

### Filing Company Information

Mutual of Omaha Insurance  
Company

CoCode: 71412

State of Domicile: Nebraska

3300 Mutual of Omaha Plaza

Group Code: 261

Company Type: Health

Omaha, NE 68175

Group Name:

Insurance

(800) 775-6000 ext. [Phone]

FEIN Number: 47-0246511

State ID Number:

## Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

State:	District of Columbia	Filing Company:	Mutual of Omaha Insurance Company
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## Correspondence Summary

### Objection Letters and Response Letters

#### Objection Letters

Status	Created By	Created On	Date Submitted
Pending Industry Response	Colin Johnson	05/07/2018	05/07/2018

#### Response Letters

Responded By	Created On	Date Submitted
Shelly Kaipust	05/14/2018	05/14/2018

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## Objection Letter

Objection Letter Status	Pending Industry Response
Objection Letter Date	05/07/2018
Submitted Date	05/07/2018
Respond By Date	05/14/2018

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Dear Melanie Worth,

**Introduction:**

Please include our disclaimer or confirm you have a link for the following disclaimer; "Not connected with or endorsed by the U.S. Government or the Federal Medicare Program."

**Conclusion:**

Sincerely,  
Colin Johnson

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## Response Letter

Response Letter Status	Submitted to State
Response Letter Date	05/14/2018
Submitted Date	05/14/2018

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Dear Colin Johnson,

### **Introduction:**

### **Response 1**

#### **Comments:**

This is an online ad that appears when a consumer uses a search engine, such as Google. If a consumer clicks on the link, it will take them to an approved landing page, form number 258093 filed under SERFF Tracking No.: MUTM-131125759 approved 7-26-17, which has the required disclosures, including the "not connected with" disclosure that is part of your objection, so we asked that you reconsider this submission.

### **Changed Items:**

No Supporting Documents changed.

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

### **Conclusion:**

Thank you.

Sincerely,

Shelly Kaipust

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## Form Schedule

Lead Form Number: 378203								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Text Ad	378203	ADV	Initial			378203_Brackets.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages

[[2018] Medicare Supplement Plans]

[From **Mutual of Omaha Insurance Company**]

[Get free Medigap insurance quotes online from **Mutual of Omaha Ins Co** Call now!]

[www.mutualofomahamedicareplans.com](http://www.mutualofomahamedicareplans.com)

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## Supporting Document Schedules

Satisfied - Item:	Memo of Variability
Comments:	
Attachment(s):	378203_MOV.pdf
Item Status:	
Status Date:	



**VARIABLE MATERIAL FOR ADVERTISING FORM**

**378203**

*The following information in the aforementioned advertisement is bracketed to denote variable material.*

Headline 1	Headline 2	Description line
[2018] Medicare Supplement Plans	From <b>Mutual of Omaha Insurance Company</b>	Get free Medigap insurance quotes online from <b>Mutual of Omaha Ins Co</b> Call now!
Mutual of Omaha Medicare Plans	Call Now For a Free Quote	Free Medigap insurance quotes. Choose from 7+ Plans A-G. Shop now!
Medigap Insurance Plans	By <b>Mutual of Omaha Insurance Company</b>	Talk to a licensed agent today to learn which plan is right for you. Call Now!
Medicare Supplement Insurance	Speak To A Licensed Agent Now	Learn about the benefits of Medicare Supplement plans. Contact us today.
Mutual of Omaha Med. Supp.	Supplemental Health Insurance	Speak with a Mutual of Omaha agent today to find the right plan for you.
Mutual of Omaha Medigap Plans	Supplemental Medicare Coverage	Compare rates and speak to a licensed agent for free. Get started today!
Get [2018] Medicare Supplement Insurance	Find The Best Plan For You	Not happy with your Medicare coverage? Explore plan options in your area.
Free Medicare Supplement Quote	Talk To An Agent To Learn More	Find a <b>Mutual of Omaha Ins Co</b> Med Supp plan. Enter your zip code to start.
[2018] Mutual of Omaha Med Supp	Supplemental Medigap Coverage	Call us to learn about your plan options for [2018]. Enter your zip code to begin.
Free Medigap Insurance Quotes	Call Today To Compare Plans	Explore <b>Mutual of Omaha Ins Co</b> Med Supp plans. Speak to a licensed agent.

Additional variability in the above text: [2018] - year will be updated on an annual basis